

Independence DAY

CELEBRATION PLANS

EVENT	PARTICIPATING
COOKOUT/BBQ	61%
FIREWORKS	33%
PARADE	8%
TRAVEL/VACATION	12%
OTHER	9%
NOT CELEBRATING	13%

OVERALL INDEPENDENCE DAY SPENDING



84%

Of people plan to celebrate Independence Day in the U.S.



60%

Of Americans own an American flag.



\$80.54

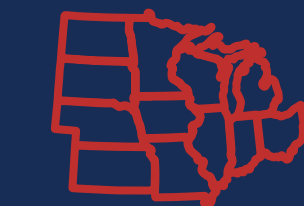
Average expected spending per person on Independence Day food items in the U.S.



\$7.52 BILLION

U.S. total expected spending on Independence Day food items.

MISSOURI FACTS



87%

The percentage of Midwesterners who plan to celebrate Independence Day.



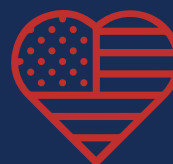
\$72.89

The average amount Midwesterners will spend on food for Independence Day.



66%

The percentage of Midwesterners who plan on celebrating with a cookout, BBQ, or picnic.



25%

The percentage of Midwesterners who plan on purchasing additional patriotic merchandise.